

(19) World Intellectual Property  
Organization  
International Bureau



(43) International Publication Date  
20 January 2005 (20.01.2005)

PCT

(10) International Publication Number  
**WO 2005/006238 A1**

(51) International Patent Classification<sup>7</sup>: **G06F 19/00**,  
17/00

(21) International Application Number:  
PCT/KR2004/001682

(22) International Filing Date: 8 July 2004 (08.07.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
10-2003-0046435 9 July 2003 (09.07.2003) KR  
10-2004-0000326 5 January 2004 (05.01.2004) KR

(71) Applicant and

(72) Inventor: **PARK, Kyung-Yang** [KR/KR]; 202 Sinchun-  
gang Villa, 8-1, Singyo-dong, Chongno-gu, Seoul, 110-032  
(KR).

(74) Agent: **JO, Eui-Je**; TOP PATENT & LAW FIRM, RM  
1405, Hyecheon Bldg., #831, Yuksam-dong, Gangnam-gu,  
Seoul, 135-080 (KR).

(81) Designated States (*unless otherwise indicated, for every  
kind of national protection available*): AE, AG, AL, AM,  
AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN,  
CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI,  
GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE,  
KG, KP, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG,  
MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH,  
PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN,  
TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

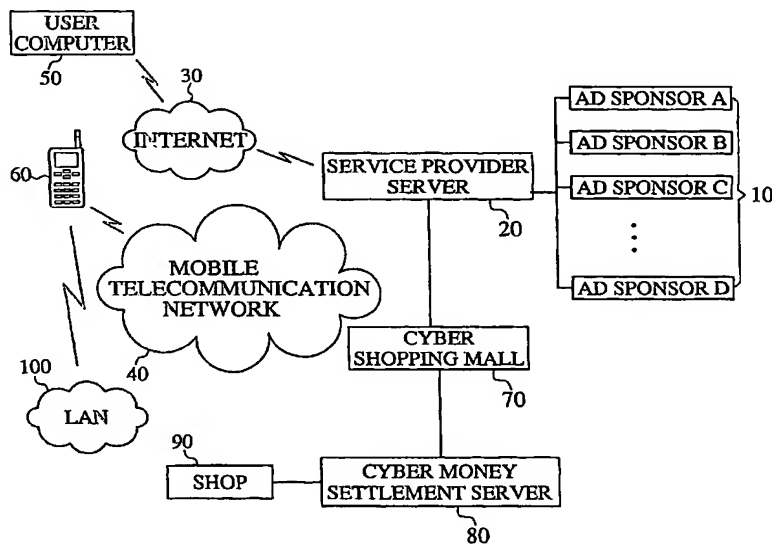
(84) Designated States (*unless otherwise indicated, for every  
kind of regional protection available*): ARIPO (BW, GH,  
GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM,  
ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),  
European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,  
FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI,  
SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ,  
GW, ML, MR, NE, SN, TD, TG).

**Published:**

- with international search report
- before the expiration of the time limit for amending the  
claims and to be republished in the event of receipt of  
amendments

[Continued on next page]

(54) Title: ADVERTISING SYSTEM AND METHOD FOR SLOT MACHINE GAME USING IMAGE AD SYMBOLS ON THE  
INTERNET



(57) Abstract: An Internet advertising system includes a service provider server (20) which stores and manages advertising symbols transmitted from a number of advertising sponsors (10); an advertisement (or ad) generating server which generates advertising images from the advertising symbols provided from the service provider server (20), an ad selecting server (120) which mixes an advertising image selected by a user among the various kinds of ads produced from the ad generating server; a slot machine game server (130) which constitutes the advertising images mixed by the ad selecting server (120) into a display screen of a slot machine game; and a user terminal which receives a slot machine game service.



*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*